

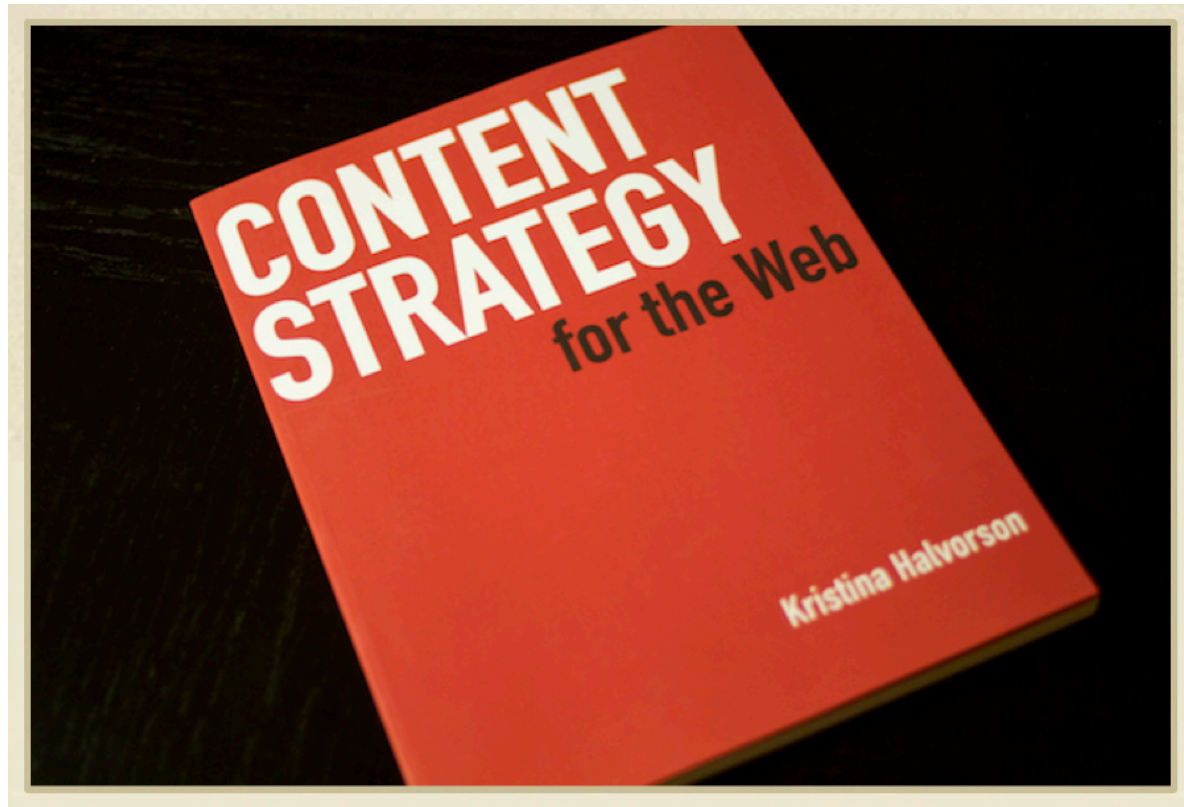
# CONTENT FIRST

2010 Government Web and New Media Conference | 04.28.2010





**BRAIN TRAFFIC**



FROM THE HUMANS WHO BROUGHT YOU "FINDING NEMO"

Disney • PIXAR

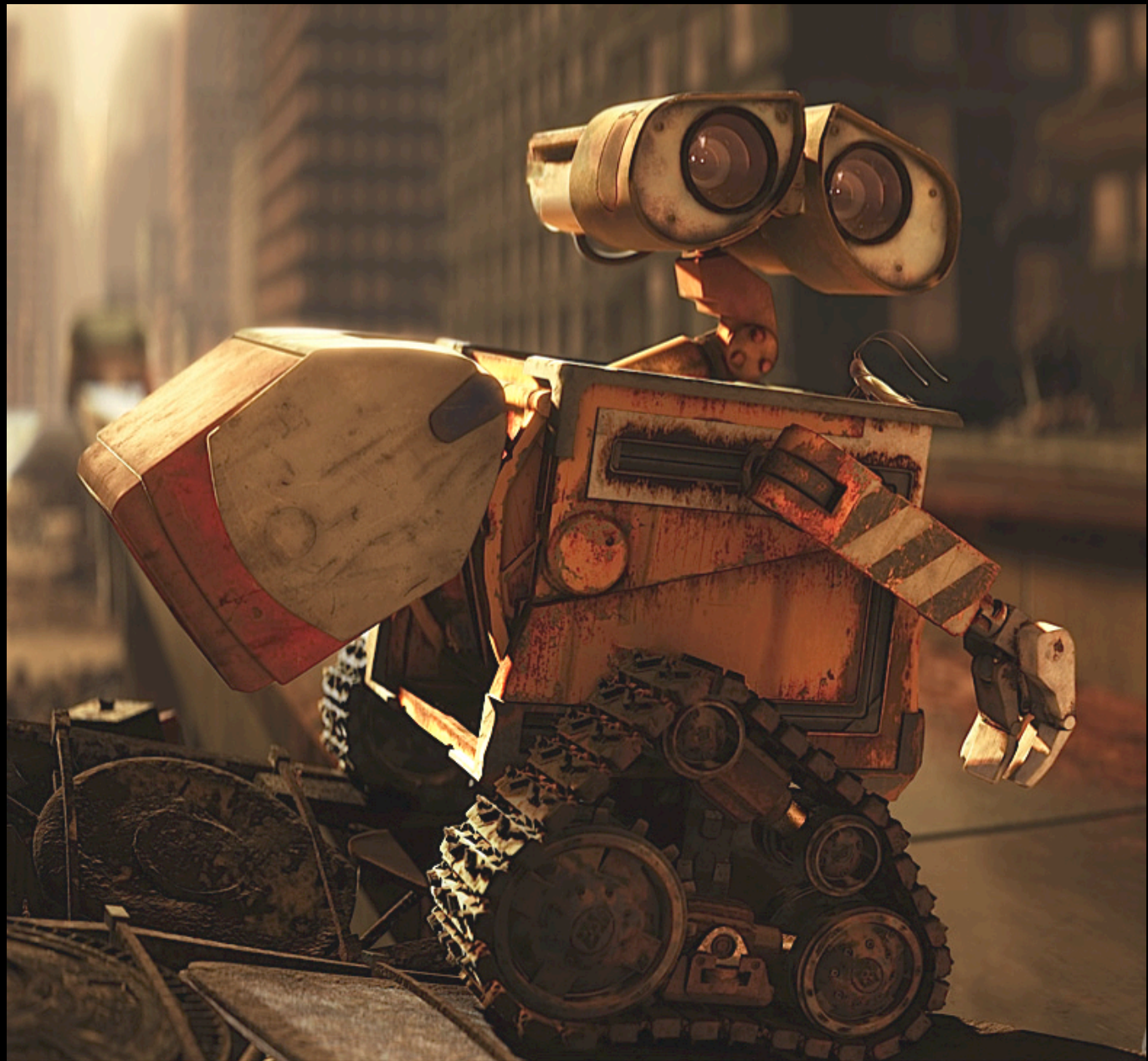
# WALL•E

JUNE 27



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WALL-E





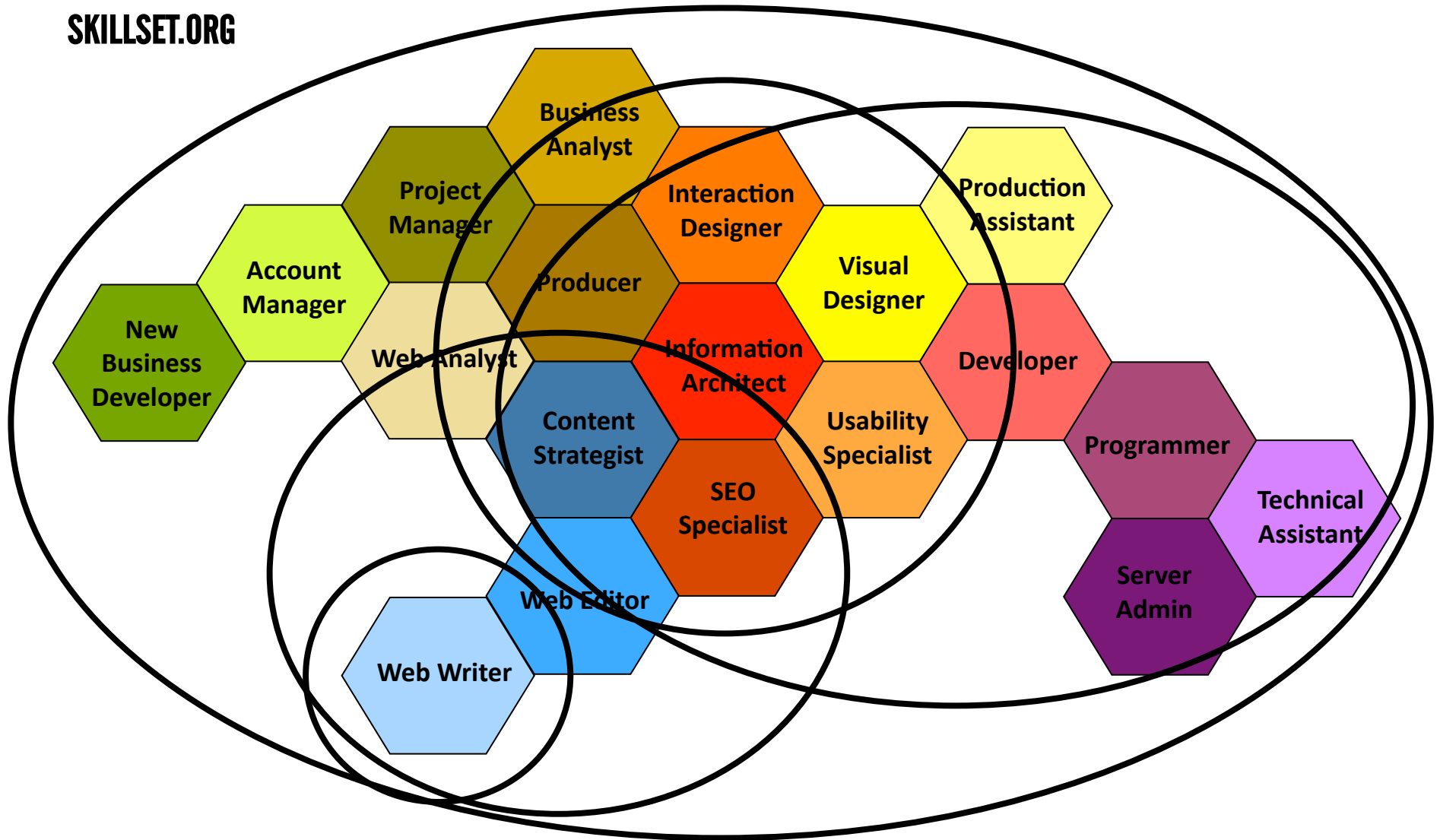


An agency's governance structure includes people in defined positions that are involved in creating and managing **content**, developing and supporting technology, marketing the products, and—most of all—achieving the agency's mission, because **the heart of government websites** is accomplishing the mission.

— WebContent.gov

# THE CONTENT PROBLEM

**SKILLSET.ORG**



**BRAIN TRAFFIC**



# “Auto Pilot” - Financial Goals



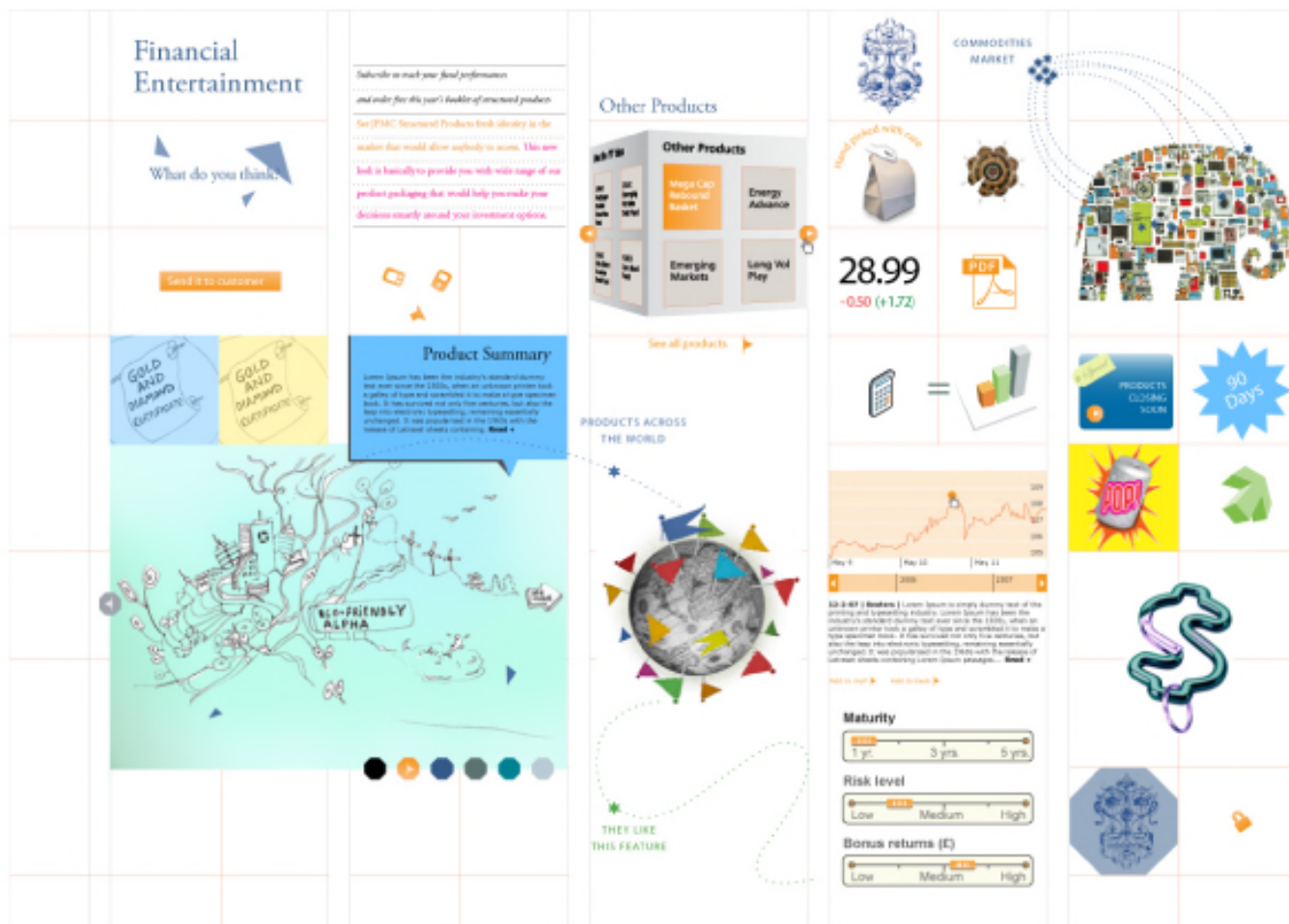
## Joe Jones

- 34 year old
- Commercial airline pilot
- Married with newborn

- Joe is a 34 year old commercial airline pilot.
- He jokes that he is a “pretty boring guy.”
- Remembers his small town childhood fondly, but is grateful that he moved away when he did.
- Three months ago, their first child was born, an unplanned, but welcome surprise.
- Since the birth of the baby Joe has started to focus on the financial health of the family. He started a college fund for the baby, with small contributions each month.
- Small balances on his credit cards (he usually pays off each month) since the unexpected pregnancy and expenses that come along with preparing for a new family addition. “Who knew that diapers could cost so much?”
- Credit report is rarely considered, but requests copies at milestones, such as home purchase in 2000

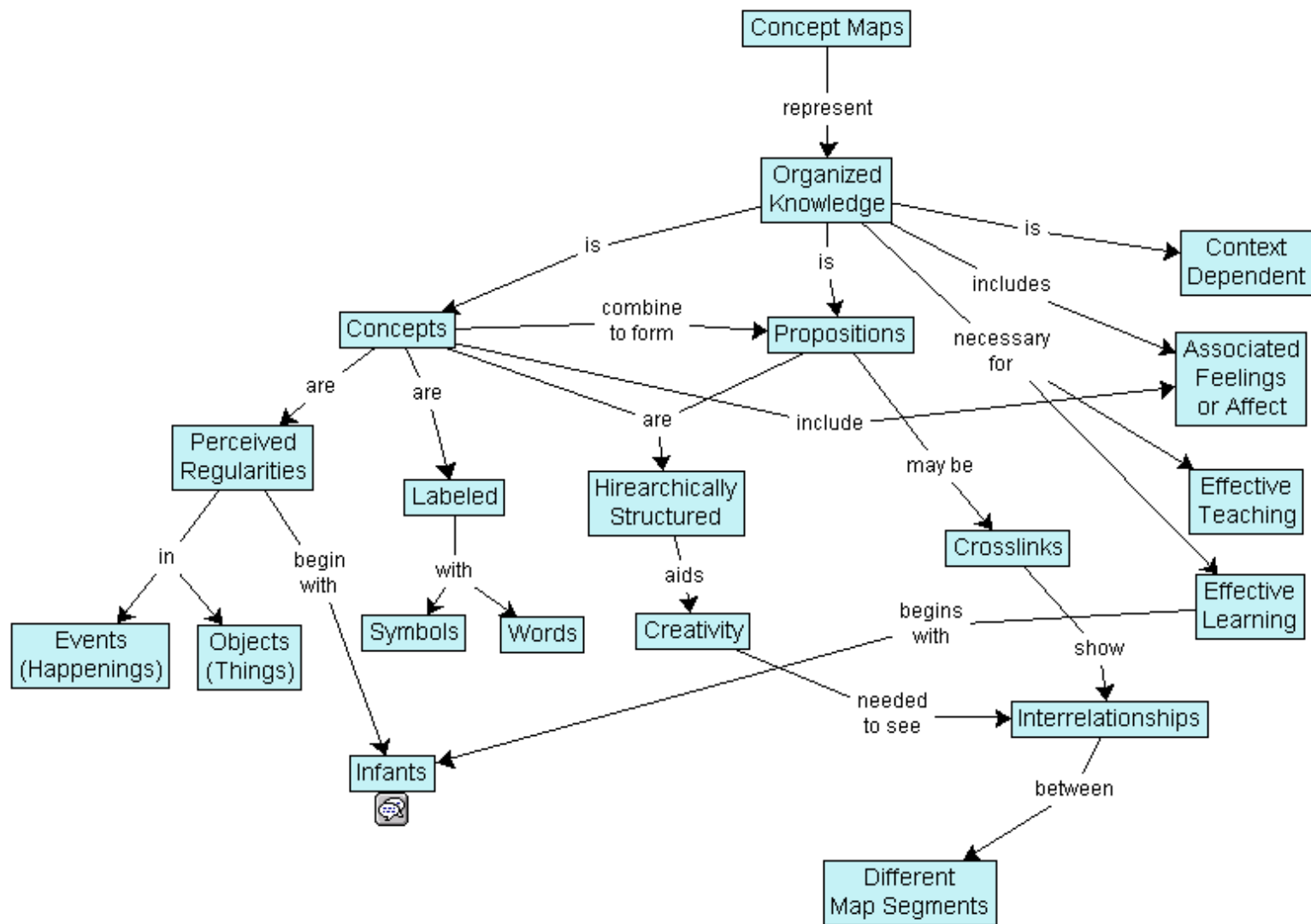
## Needs

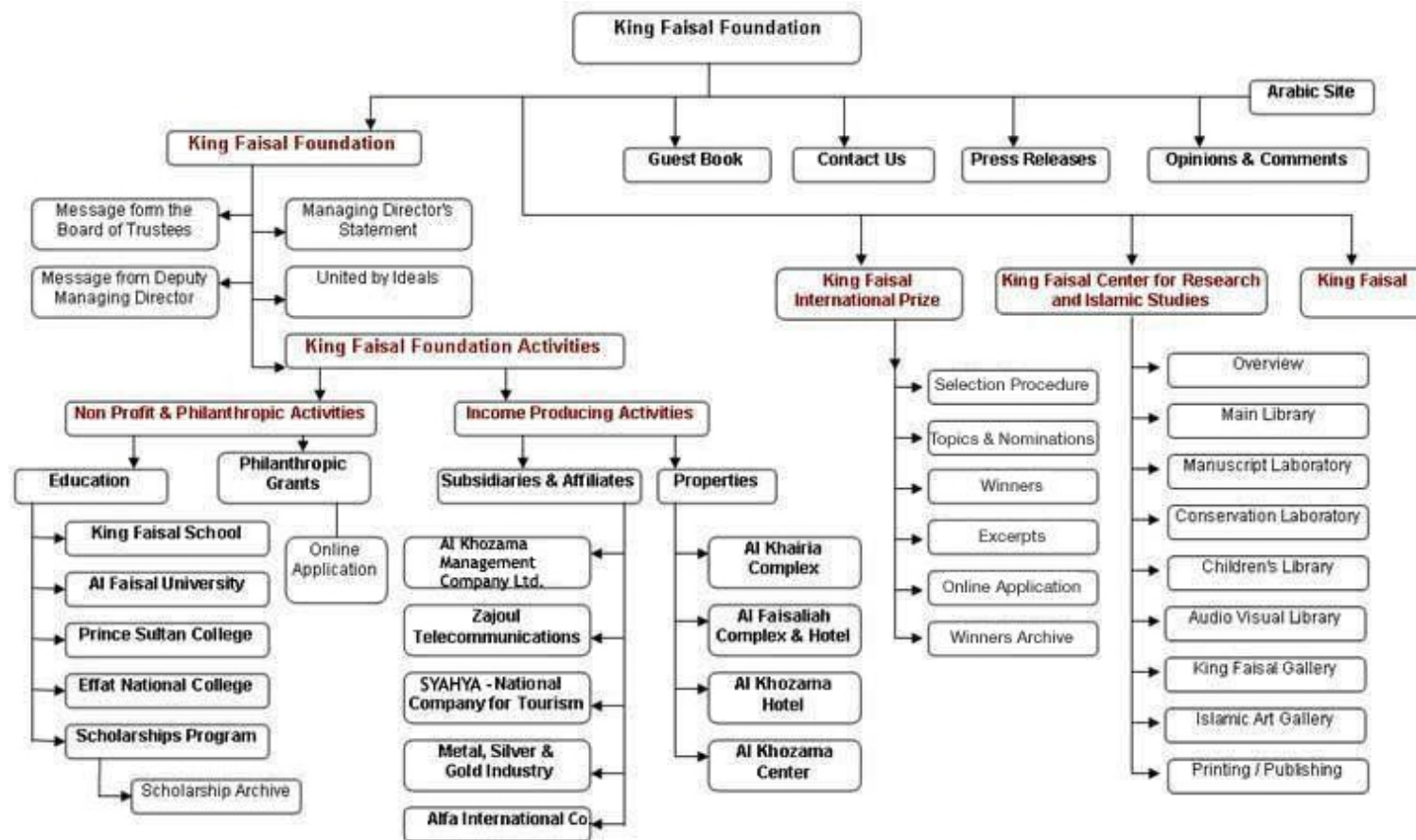
- Joe needs **security, comfort, stability and honesty**
- Joe expects **respect and humor**
- Joe hates being **undermined or deceived**



### Design Principles

- Mix 3D on flat.
- Break open the grid with sign posts.
- An understated quirk on heritage.
- Visually arrest every second click
- Break the tradition with hand drawings

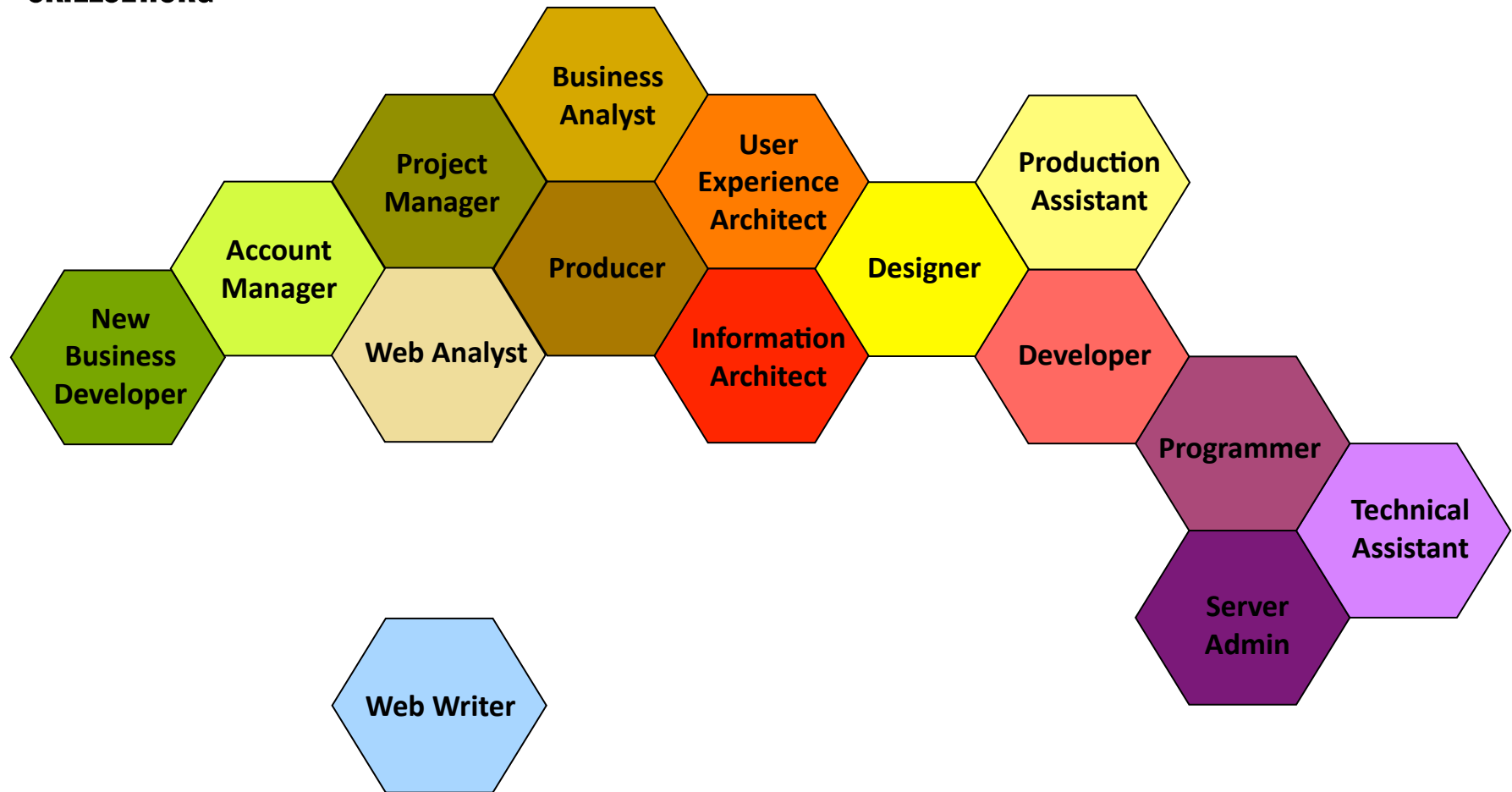








**SKILLSET.ORG**



**BRAIN TRAFFIC**

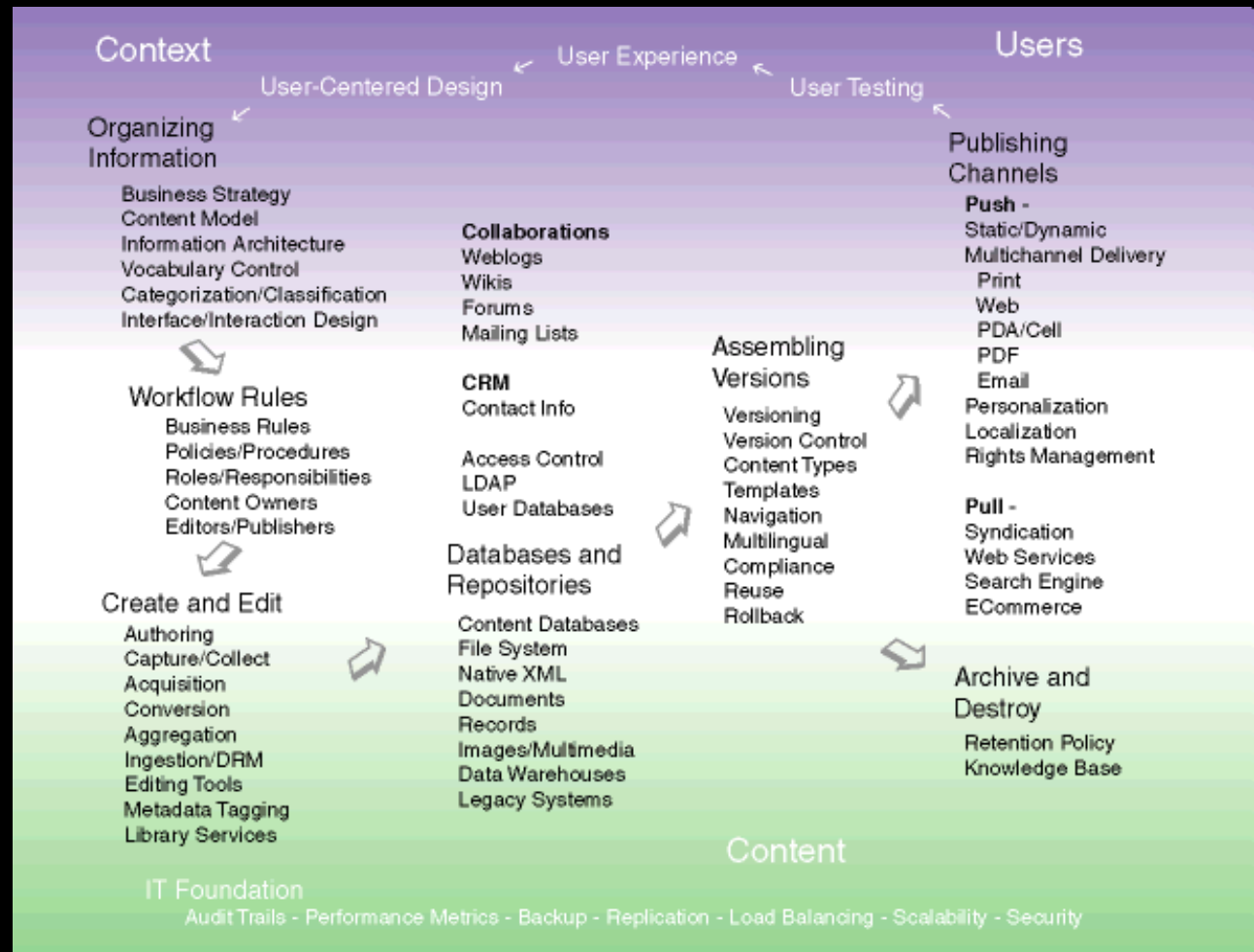


**LIES WE TELL  
OURSELVES**



# THIS IS CONTENT.

- Audit
- Analyze
- Strategize
- Categorize
- Structure
- Create
- Review
- Approve
- Publish
- Update
- Archive



**YOU CAN  
CHANGE THE GAME.**

# CONTENT STRATEGY

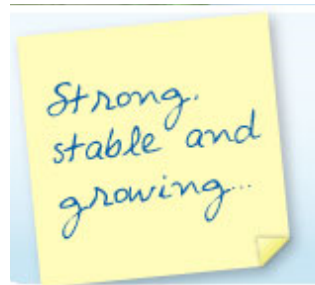
plans for the creation, curation, sharing, and governance of content people care about.

- **Text and data**

### A Long History. A Bright Future.

- In business for over 70 years
- A subsidiary of Berkshire Hathaway, led by investment icon, Warren Buffett
- 3rd largest U.S. automobile insurer

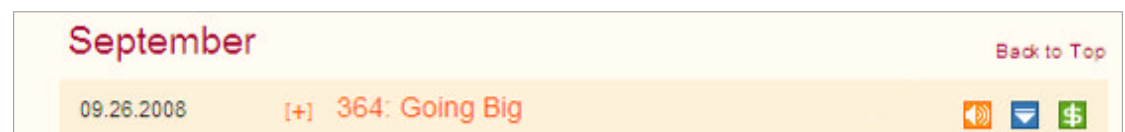
- **Graphics**



- **Video and animation**



- **Audio**



# TEXT IS...

- ▶ Page copy
- ▶ Articles
- ▶ Links
- ▶ Labels
- ▶ Flash elements
- ▶ Alt tags
- ▶ Error messages
- ▶ Task instructions
- ▶ Forms
- ▶ Search results
- ▶ Metadata
- ▶ All of it

# STRATEGY

... is a plan for obtaining a specific goal or result.

# NOT JUST ...

► What

# BUT . . .

- ▶ What
- ▶ Why
- ▶ How
- ▶ For whom
- ▶ By whom
- ▶ With what
- ▶ When
- ▶ Where
- ▶ How often
- ▶ What next

**PLAN.**

**CREATE.**

**CURATE.**

**SHARE.**

**GOVERN.**

**HOW DOES IT HELP?**

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FEATURES

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BLOG

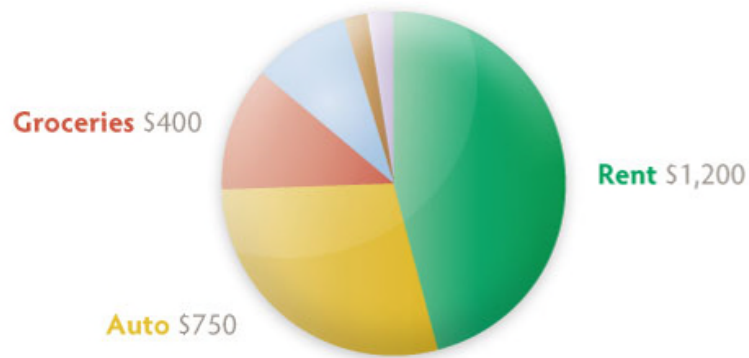
ABOUT

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"A pleasure to use" WALL STREET JOURNAL



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pay off your debt



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buy a car

Why our users love **mint**

What the press is saying

## INSURERS BEGIN *to* HALT HARMFUL PRACTICES

In response to a letter from Secretary Sebelius, WellPoint announces it intends to immediately stop the practice of rescinding coverage for ill patients earlier than required by the new health reform law.

[READ BLOG](#)

### RECENT FEATURES

1

2

3

4

[More Features](#)



[Insurance Reform Updates](#)

### Your Questions Answered

**Q:** What if my small business doesn't offer insurance today, but I choose to start offering insurance this year. Will I be

### Learn About the Affordable Care Act & HHS's Role in Implementing It

Learn what is in the new law and what HHS is charged with doing and what we are responsible for.

### Health Reform Blog

**WellPoint's Announcement Letter**  
by Jenny Backus, Acting Assistant Secretary  
for Public Affairs | Posted April 27, 2010

insurance today, but I choose to start offering insurance this year. Will I be eligible for these tax credits?

**A:** Yes. The tax credit is designed to both support those small businesses that provide coverage today as well as those that newly offer such coverage.

[MORE Q'S & A'S](#)

[ASK A QUESTION](#)

responsible for.

The new health reform law includes a series of authorities and responsibilities for the Department of Health and Human Services. The law also calls on the Department to publish information regarding these new authorities. Information regarding the new law, [the Department's role and links to more information can be found by clicking here.](#)

*for Public Affairs | Posted April 27, 2010*

Secretary Kathleen Sebelius released the following statement tonight on WellPoint's announcement that it intends to end the practice of rescinding patients' coverage in advance of the Affordable Care Act's requirement that insurers stop this practice starting this fall.

[Read more...](#)

### **More Support for Young Adults**

*by Nancy-Ann DeParle, Director of the White House Office of Health Reform | Posted April 27, 2010*

One of the most important provisions in health reform for young adults and their families is the new provision that allows young adults to stay on their parents' health care plan until age 26. This provision takes effect on September 23, 2010, and it could help more than 4.7 million uninsured young Americans.

[Read more...](#)

[Read the full blog...](#)

## **THE AFFORDABLE CARE ACT: How It Helps You**

Learn how the Affordable Health Care Act can help increase your health security and give you more control over your own health care.

- [Immediate Benefits of the New Law](#)
- [Families](#)
- [Children](#)
- [Young Adults](#)
- [Seniors](#)
- [Early Retirees](#)
- [Rural Americans](#)
- [Latinos](#)
- [African Americans](#)
- [Women](#)
- [Small Businesses](#)

## **HEALTH REFORM WHERE YOU LIVE**

Get the latest news on health reform implementation in your state and get the latest statistics on why reform is so important.



### *Join the Discussion at* **Our Weekly Web Chats**

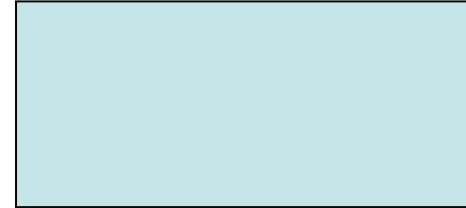


Take Part in Our Weekly Web Chats on Health Reform

# NAV BAR

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- Enjoy discounts and cashback on items you buy and places you shop most

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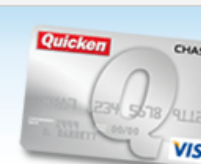
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## Reports on Health Reform

Learn how the current system has failed millions of Americans and what the new law can do to help them as we work to implement it over the next four years. Read our reports:

- [Online Series on Health Reform](#)
- [White House Reports on Health Reform](#)
- [HHS Reports](#)

### Online Series on Health Reform

#### INSURANCE COMPANIES PROSPER, FAMILIES SUFFER:

Our Broken Health Insurance System

[View Report](#)

#### PROTECTING FAMILIES AND PUTTING MORE MONEY IN YOUR POCKET:

How Health Insurance Reform Will Lower Costs and Increase Choices

HHS Secretary Kathleen Sebelius released a new report on the benefits of health insurance reform for families. Reform will drive down premiums for families, limit out-of-pocket costs that eat into the family budget and provide Americans with unprecedented stability and security.

[View Report](#)

#### Health Insurance Reform and Your State:

#### Get Health Insurance Reform Updates

The new health insurance reform law will give families the relief they need from skyrocketing health insurance costs, and will ensure Americans have secure, stable, affordable health insurance. Sign up here to get the latest information. HHS will be working carefully and responsibly to implement this new legislation over the next four years.



[Health Insurance Reform Updates](#)

#### WHAT PEOPLE ARE SAYING



March 30, 2010

#### Coverage for Children with Pre-Existing Conditions

In a letter to America's Health Insurance Plans, HHS Secretary Sebelius announced the details of the

## Health Insurance Reform and Your State:

### *The* **CASE** *for* **CHANGE**

The health care status quo is not an option for our states. If we do nothing, by 2019 the number of uninsured people will grow by more than 30 percent in 29 states and by at least 10 percent in every state. The amount of uncompensated care provided will more than double in 45 states. Businesses in 27 states will see their premiums more than double. [Find your state to continue reading.](#)

### **PREVENTING AND TREATING DIABETES:**

*Health Insurance Reform and Diabetes in America*

The prevalence of diabetes more than doubled over two decades from 1986 to 2006, making diabetes the fifth deadliest disease in the nation. Families with a member who has diabetes not only shoulder the emotional burden of caring for a sick loved one, but also the economic burden of the growing cost for treatment.

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### **LOWER PREMIUMS, STRONGER BUSINESSES:**

*How Health Insurance Reform Will Bring Down Costs for Small Businesses*

By 2025, one in every four dollars in our nation's economy will be spent on health care – money that could have been invested in our nation's businesses. Rising health care costs cut into employee wages and impede hiring and business growth.

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### **MORE CHOICES, BETTER COVERAGE:**

*Health Insurance Reform and Rural America*

Rural areas have higher rates of poverty, chronic disease, and uninsurance, and millions of rural Americans have limited access to a primary health care provider.


[View Report](#)

In a letter to America's Health Insurance Plans, HHS Secretary Sebelius underscored the clarity of the new health reform law – no child will be denied insurance because of "pre-existing condition exclusion."

[Read the letter](#)

March 29, 2010

### **Children Protected from Insurance Industry Practices**

In a win for the Administration, the insurance industry agrees to back down on a threat to deny coverage to children with pre-existing conditions. The decision came after an exchange of letters between HHS Secretary Kathleen Sebelius and AHIP president Karen Ignani. [Read more](#) 

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## HEALTH INSURANCE REFORM AND BREAST CANCER:

*Making the Health Care System Work for Women*

Breast cancer patients face great uncertainty in the current health care system. Women diagnosed with breast cancer, whether insured or not, face significant and sometimes devastating hurdles to receiving timely, affordable treatment.

[View Report](#)

## INSURANCE AT RISK:

*Small Business Employees Risk Losing Coverage*

Across the country, America's businesses are struggling as the cost of health care continues to skyrocket. Premiums for employer-based health insurance have more than doubled since 2000, a rate three times faster than the growth of wages.

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## A SUCCESS STORY IN AMERICAN HEALTH CARE:

*Using Health Information Technology to Improve Patient Care in a Community Health Center in Washington*

A new report, *A Success Story in American Health Care: Using Health Information Technology to Improve Patient Care in a Community Health Center in Washington*, examines how the Columbia Basin Health Association in Othello, Wash., uses health information technology to improve health care quality and patient safety as well as promote care coordination and continuity.

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## HEALTH INSURANCE REFORM AND MEDICARE:

*Making Medicare Stronger for America's Seniors*

President Obama is committed to protecting and strengthening Medicare for America's seniors. Medicare is

President Obama is committed to protecting and strengthening Medicare for America's seniors. Medicare is a sacred trust with America's seniors and the President's health insurance reform plan will ensure that trust is never broken.

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## FIGHTING BACK AGAINST CANCER:

Health Insurance Reform & Cancer in America

Rising health care costs leave a growing number of Americans either uninsured or with insurance that does not provide the coverage they need and deserve – especially the 11 million Americans with cancer. The results of a recent survey estimated that 72 million, or 41 percent, of non-elderly adults have accumulated medical debt or had difficulty paying medical bills in the past year – and 61 percent of those with difficulty had insurance. Any medical event, like the diagnosis of cancer, could place a person at risk of taking on a potentially devastating financial burden, even if they have health insurance.

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## YOUNG AMERICANS AND HEALTH INSURANCE REFORM:

Giving Young Americans the Security and Stability They Need

Young adults are a cohort that often times falls through the cracks in our broken health care system. A mainstay of coverage for children – dependent coverage under a parent's employer health plan – can vanish overnight after a teenager's nineteenth birthday. As health care costs skyrocket, finding affordable coverage becomes more and more difficult for young adults who are starting their careers and establishing their financial independence.

[View Report](#)

## INSURANCE INSECURITY:

Families are Losing Employer-Sponsored Insurance Coverage

Health care costs doubled from 1996 to 2006, and are projected to rise to 25 percent of GDP in 2025. As a result of skyrocketing health care costs and challenging economic times, Americans are finding stable sources of quality health insurance coverage harder and harder to find.

result of skyrocketing health care costs and challenging economic times, Americans are finding stable sources of quality health insurance coverage harder and harder to find.

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## STRENGTHENING THE HEALTH INSURANCE SYSTEM:

*How Health Insurance Reform Will Help America's Older and Senior Women*

While all Americans shoulder the burden of rising health care costs and increasingly inadequate health insurance, the 17 million older women (ages 55-64) and 21 million senior women (ages 65 and older) in America have unique situations and health care needs that make them particularly susceptible to rising costs – at a time in their lives when access to affordable health care is increasingly important.

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## AMERICA'S SENIORS AND HEALTH INSURANCE REFORM:

*Protecting Coverage and Strengthening Medicare*

Rising health care costs, persistent gaps in the use of recommended services, and the threat of Medicare insolvency all undermine the health care that the program's beneficiaries need and deserve. Health insurance reform will serve to strengthen the health care that our seniors receive.

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## OUT-OF-POCKET EXPENSES:

Americans Shoulder the Burden of **Growing** Health Care Costs

Americans pay more for health care each year but get less coverage and fewer services for the premiums they pay. Health insurance premiums have nearly doubled since 2000, a rate three times faster than wages, yet rising premiums are only one of the ways families shoulder the burden of rising health care costs.

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## COVERAGE DENIED:

*How the Current Health Insurance System Leaves **MILLIONS** Behind*

## COVERAGE DENIED:

How the Current Health Insurance System Leaves **MILLIONS** Behind

Insurance discrimination based on pre-existing conditions makes adequate health insurance unavailable to millions of Americans. A new report **Coverage Denied: How the Current Health Insurance System Leaves Millions Behind** details how insurance companies can deny them coverage, charge higher premiums, and/or refuse to cover that particular medical condition.

[View Report](#)

## A **SUCCESS** STORY IN AMERICAN HEALTH CARE:

Community-based Prevention in **Nebraska**

WISEWOMAN is a community intervention program funded by the Centers for Disease Control and Prevention that helps prevent heart disease and stroke by providing screenings and counseling for low-income women. A new report **A Success Story in American Health Care: Community-Based Prevention in Nebraska** details the program.

[View Report](#)

## A **SUCCESS** STORY IN AMERICAN HEALTH CARE:

Eliminating Infections & Saving Lives in **Michigan**

A joint partnership between the Michigan Health & Hospital Association and the Johns Hopkins University, the Michigan Keystone ICU Project helped dramatically reduce the number of health care associated infections in Michigan, saving over 1,500 lives and \$200 million. A new report **A Success Story in American Health Care: Eliminating Infections & Saving Lives in Michigan** highlights the project.

[View Report](#)



### The Health Care Status Quo in Your State

On Friday, 6/26, Secretary Sebelius announced a new series of health care reports for each state, "The Health Care Status Quo". Each of the 50 reports highlights the current status of health care and the need for reform this year.



for reform this year.

[Access Reports](#)

## HIDDEN COSTS OF HEALTH CARE:

Why Americans are Paying MORE but Getting LESS

Employer-sponsored health insurance premiums have nearly doubled since 2000, a rate three times faster than wages. In 2008, the average premium for a family plan purchased through an employer was \$12,680, nearly the annual earnings of a full-time minimum wage job. Americans pay more than ever for health insurance, but get less coverage. A new report **Hidden Costs of Health Care: Why Americans are Paying More but Getting Less** details the rise in health care costs.

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## HEALTH DISPARITIES:

A Case for Closing the Gap

Despite consistent increases in spending, disparities among demographic groups persist. Low-income Americans and racial and ethnic minorities experience disproportionately higher rates of disease, fewer treatment options, and reduced access to care. With unemployment on the rise, the disparities already apparent among these groups will continue to increase. A new report **Health Disparities: A Case for Closing the Gap** demonstrates the need for reform.

[View Report](#)

## ROADBLOCKS TO HEALTH CARE:

Why the Current Health Care System *does not* work for *Women*

The current health care system does not work for women. A new report **Roadblocks to Health Care: Why the Current Health Care System does not work for Women** explains how the system leaves too many women without access to coverage for care.

women without access to coverage for care.

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## HARD TIMES IN THE HEARTLAND

### Health Care in Rural America

Throughout rural America, there are nearly 50 million people without access to health care. **Hard Times in the Heartland** provides insight into the current state of health care in rural areas and the critical need for health care reform.

[View Report](#)

## HELPING THE BOTTOM LINE

### Health Reform and Small Business

Across the country, small businesses are struggling as the cost of health care continues to skyrocket. Americans who build and run the millions of small companies around this country have seen insurance costs consume a greater share of their payroll. High costs are making it impossible for many small businesses to provide insurance to their employees. **Helping the Bottom Line: Health Reform and Small Business**, provides important information on how the high cost of health care burdens small businesses, weakens our economy and leaves millions of Americans without the affordable health care they need and deserve.

[View Report](#)

## THE COST OF INACTION

### a Report Showing the Urgent Need for Health Reform

Americans across the country are demanding comprehensive health reform and cannot afford to wait any longer for Washington to act. Businesses and families are struggling as costs continue to skyrocket. The report highlights the flaws in the health care system, demonstrates the cost of maintaining the status quo, shows how the current system has failed millions of Americans and why we must enact comprehensive health reform this year.

[View Report](#)

health reform this year.

[View Report](#)

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## White House Reports on Health Reform

### The Burden of Health Insurance Premium Increases on American Families



Families' premiums in states have gone up between 90-150% over the last decade – far faster than wages and inflation. This September 2009 report documents the burden of health insurance premium increases on families.

[View Report \(PDF\)](#)

### "What's in Reform for My Community?"



Whether you are insured or uninsured; young or old; married or single—there is something in health insurance reform for you. Download and share these fliers with others in your community to get the facts out about how reform helps all Americans.

- [Health Insurance Reform Reality Check](#)
- [How Health Insurance Reform Will Help Your Family](#)
- [How Health Insurance Reform Will Help Children](#)
- [How Health Insurance Reform Will Help Early Retirees – Aged 55 to 64](#)
- [How Health Insurance Reform Will Help Minorities](#)
- [How Health Insurance Reform Will Help Rural Americans](#)
- [How Health Insurance Reform Will Help Small Business](#)

- [How Health Insurance Reform Will Help Small Business](#)
- [How Health Insurance Reform Will Help Women](#)
- [How Health Insurance Reform Will Help Young Adults](#)
- [How Health Insurance Reform Will Help People with Disabilities](#)

## The Economic Effects of Health Care Reform on Small Businesses and Their Employees



This July 2009 report from the Council of Economic Advisers examines the health care challenges faced by small businesses and their employees as well as the benefits of health reform for small businesses and their employees.

[View Report \(PDF\)](#)

## Why Middle Class Americans Need Health Reform



Rising costs, rising rates of uninsured, and reduced access to care all demonstrate that the current health care system does not work for middle class families. This report from the Vice President's Middle Class Task Force highlights the struggles that middle class Americans face in the current health care system.

[View Report \(PDF\)](#)

## The Economic Case for Health Care Reform



This June 2009 report from the Council of Economic Advisers provides an overview of current economic impacts of health care in the United States, forecasts where we are headed



This June 2009 report from the Council of Economic Advisors provides an overview of current economic impacts of health care in the United States, forecasts where we are headed in the absence of reform, analyzes inefficiencies and market failures in the current health care system, and explains why health reform is vital for the future of the American economy.

[View Report \(PDF\)](#)

## White House Forum on Health Reform



President Obama brought together leaders with diverse views at the White House Forum on Health Reform. The White House issued a report highlighting the productive discussions from the event.

[View Report \(PDF\)](#)

## Americans Speak on Health Reform: Report on Health Care Community Discussions



The recommendations from more than 3,200 Health Care Community Discussions were systematically analyzed to compile the report, ***Americans Speak on Health Reform***.

[View Report](#)

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## HHS Reports



## Americans Speak on Health Reform: Report on Health Care Community Discussions



The recommendations from more than 3,200 Health Care Community Discussions were systematically analyzed to compile the report, *Americans Speak on Health Reform*.

[View Report](#)

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## HHS Reports

### Reports on National Healthcare Quality and Health Disparities



Published by the Agency for Healthcare Research and Quality, the annual 2008 National Healthcare Quality Report and 2008 National Healthcare Disparities Report indicate that patient safety measures have worsened and that a substantial number of Americans do not receive recommended care.

*"The status quo is unsustainable and we cannot allow millions of Americans to continue to go without the care they need and deserve."*

--Secretary Sebelius

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### [\[PDF\] Relief from crushing premium increases.](#)

... 10 This means that with health insurance reform, the average **small business** would have ... For **smaller** firms with less than 10 employees, the **savings** could be ...  
[healthreform.gov/reports/smallbusiness2/smallbusiness2.pdf](http://healthreform.gov/reports/smallbusiness2/smallbusiness2.pdf) - 2009-07-01  
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### [Reports on Health Reform](#)

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**swifferbreakup**

Style: Home+Garden

Joined: June 19, 2007

Last Sign In: 9 months ago

Subscribers: 605

Channel Views: 197,756



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Music and great Swiffer products.

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up songs, especially while you're cleaning. Put those  
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and start filming now! Sing along, dance and show

## Health Reform Blog

### WellPoint's Announcement Letter

*Posted April 27, 2010*

*By Jenny Backus, Acting Assistant Secretary for Public Affairs*

Secretary Kathleen Sebelius released the following statement tonight on WellPoint's announcement that it intends to end the practice of rescinding patients' coverage in advance of the Affordable Care Act's requirement that insurers stop this practice starting this fall. WellPoint's announcement comes after Secretary Sebelius sent a letter on April 22 urging the company to immediately stop the practice of rescinding coverage for patients who become ill.

The Secretary said, "The last thing someone who is really sick needs to hear is that they are being dropped by their insurer because they got sick and tried to use the policy they purchased. I was encouraged to learn today that WellPoint has announced it will act to stop rescissions and no longer engage in this practice as of the end of this week. I urge other insurers to also accelerate the Affordable Care Act's deadline for ending this practice and stop rescinding patients' policies immediately."

### More Support for Young Adults

*Posted April 27, 2010*

*By Nancy-Ann DeParle, Director of the White House Office of Health Reform*

When health insurance reform became the law of the land, we knew our work was just beginning. While passing the law was a tremendous accomplishment, the President and his Administration are now focused on the next challenge: making sure the law is implemented smoothly, quickly, and effectively. In fact, the day after the bill passed, the first thing the President asked of his senior staff was "Where are we on implementation?"

One of the most important provisions in health reform for young adults and their families is the new provision that allows young adults to stay on

**HOW CAN YOU START?**



**STUFF YOU CAN  
DO THAT WON'T  
HURT TOO MUCH**

# **#1: AUDIT**



# BRAIN TRAFFIC

**BrainTraffic.com**

Content Inventory: Current state website

June 15, 2009

1				
2	<b>PAGE ID</b>	<b>PAGE NAME</b>	<b>SOURCE CONTENT</b>	<b>NOTES</b>
3	0.0	Home Page	<a href="http://www.braintraffic.com">http://www.braintraffic.com</a>	
4	1.0	What We Do	<a href="http://www.braintraffic.com/what-we-do/">http://www.braintraffic.com/what-we-do/</a>	
5	1.1	Web Content Strategy	<a href="http://www.braintraffic.com/what-we-do/web-content-strategy/">http://www.braintraffic.com/what-we-do/web-content-strategy/</a>	
6	1.2	Information Architecture	<a href="http://www.braintraffic.com/what-we-do/information-architecture/">http://www.braintraffic.com/what-we-do/information-architecture/</a>	
7	1.3	Writing for the Web	<a href="http://www.braintraffic.com/what-we-do/writing-for-the-web/">http://www.braintraffic.com/what-we-do/writing-for-the-web/</a>	
8	1.4	Training and Seminars	<a href="http://www.braintraffic.com/what-we-do/training-seminars/">http://www.braintraffic.com/what-we-do/training-seminars/</a>	
9	2.0	Our Portfolio	<a href="http://www.braintraffic.com/our-portfolio/">http://www.braintraffic.com/our-portfolio/</a>	Links to client websites and work
10	3.0	Our People	<a href="http://www.braintraffic.com/our-people/">http://www.braintraffic.com/our-people/</a>	
11	3.1	Kristina Halvorson	<a href="http://www.braintraffic.com/our-people/kristina-halvorson/">http://www.braintraffic.com/our-people/kristina-halvorson/</a>	Bio
12	3.2	Amy Wallace	<a href="http://www.braintraffic.com/our-people/amy-wallace/">http://www.braintraffic.com/our-people/amy-wallace/</a>	Bio
13	3.3	Angie Halama	<a href="http://www.braintraffic.com/our-people/angie-halama/">http://www.braintraffic.com/our-people/angie-halama/</a>	Bio
14	3.4	Angie King	<a href="http://www.braintraffic.com/our-people/angie-king/">http://www.braintraffic.com/our-people/angie-king/</a>	Bio
15	3.5	Beth Johnson	<a href="http://www.braintraffic.com/our-people/beth-johnson/">http://www.braintraffic.com/our-people/beth-johnson/</a>	Bio
16	3.6	Christine Benson	<a href="http://www.braintraffic.com/our-people/christine-benson/">http://www.braintraffic.com/our-people/christine-benson/</a>	Bio
17	3.7	David Bowen	<a href="http://www.braintraffic.com/our-people/david-bowen/">http://www.braintraffic.com/our-people/david-bowen/</a>	Bio
18	3.8	Elizabeth Saloka	<a href="http://www.braintraffic.com/our-people/elizabeth-saloka/">http://www.braintraffic.com/our-people/elizabeth-saloka/</a>	Bio
19	3.9	Erin Anderson	<a href="http://www.braintraffic.com/our-people/erin-anderson/">http://www.braintraffic.com/our-people/erin-anderson/</a>	Bio
20	3.10	Josh Foldy	<a href="http://www.braintraffic.com/our-people/josh-foldy/">http://www.braintraffic.com/our-people/josh-foldy/</a>	Bio
21	3.11	Julie Vollenweider	<a href="http://www.braintraffic.com/our-people/julie-vollenweider/">http://www.braintraffic.com/our-people/julie-vollenweider/</a>	Bio
22	3.12	Katie Dohman	<a href="http://www.braintraffic.com/our-people/katie-dohman/">http://www.braintraffic.com/our-people/katie-dohman/</a>	Bio
23	3.13	Meghan Casey	<a href="http://www.braintraffic.com/our-people/meghan-casey/">http://www.braintraffic.com/our-people/meghan-casey/</a>	Bio
24	3.14	Melissa Rach	<a href="http://www.braintraffic.com/our-people/melissa-rach/">http://www.braintraffic.com/our-people/melissa-rach/</a>	Bio
25	3.15	Nikie Nelson	<a href="http://www.braintraffic.com/our-people/nikie-nelson/">http://www.braintraffic.com/our-people/nikie-nelson/</a>	Bio
26	4.0	Our Blog	<a href="http://braintraffic.typepad.com/">http://braintraffic.typepad.com/</a>	Blog posts
27	5.0	Contact Us	<a href="http://www.braintraffic.com/contact-us/">http://www.braintraffic.com/contact-us/</a>	Links to e-mail addresses and form for e-newsletter signup
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29	7.0	Sitemap	<a href="http://www.braintraffic.com/sitemap/">http://www.braintraffic.com/sitemap/</a>	
30				





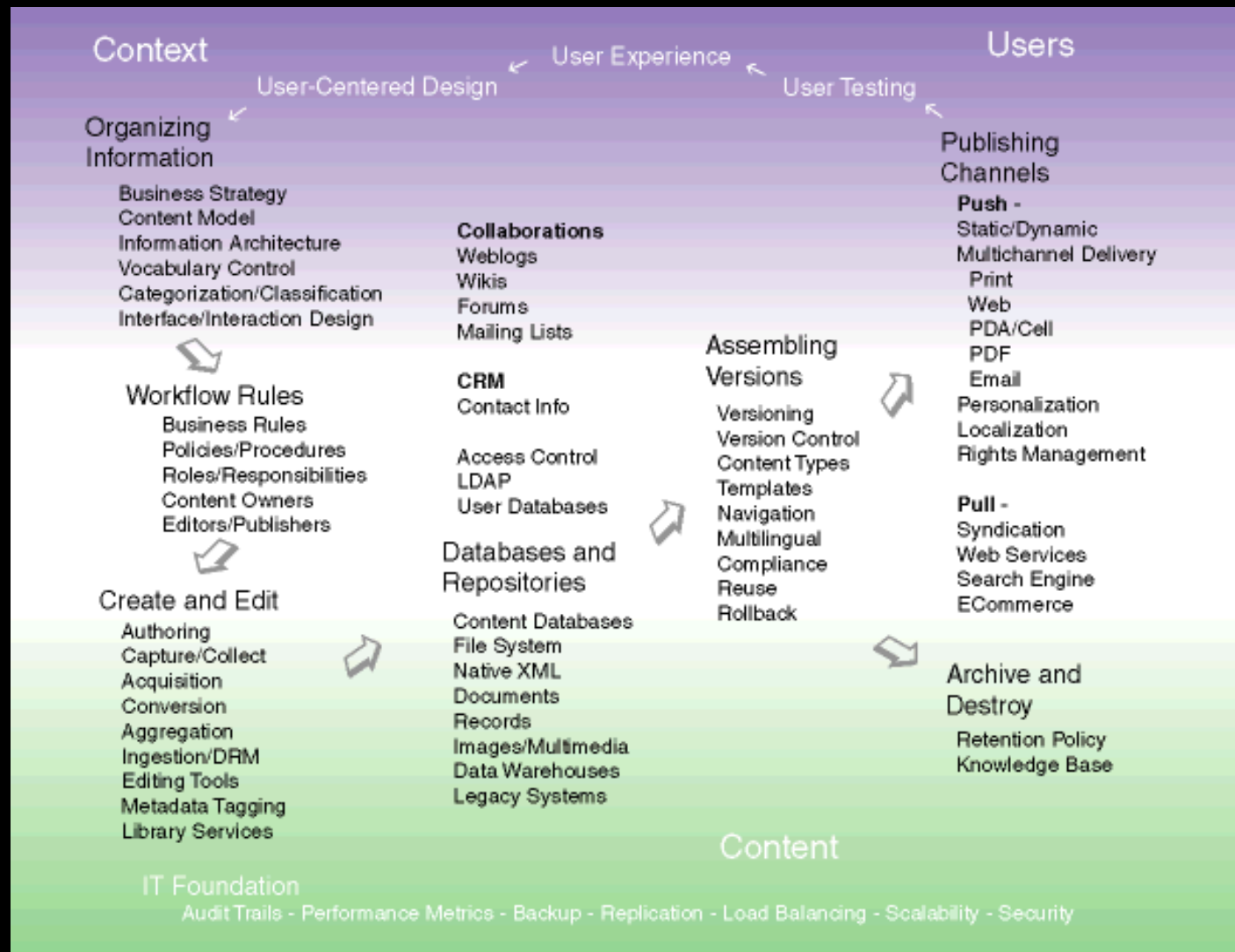
***#2: ASK***

# ASK . . .

- ▶ Why
- ▶ What
- ▶ How
- ▶ For whom
- ▶ By whom
- ▶ With what
- ▶ When
- ▶ Where
- ▶ How often
- ▶ What next

# ***#3:* ANALYZE**

# THIS IS CONTENT.

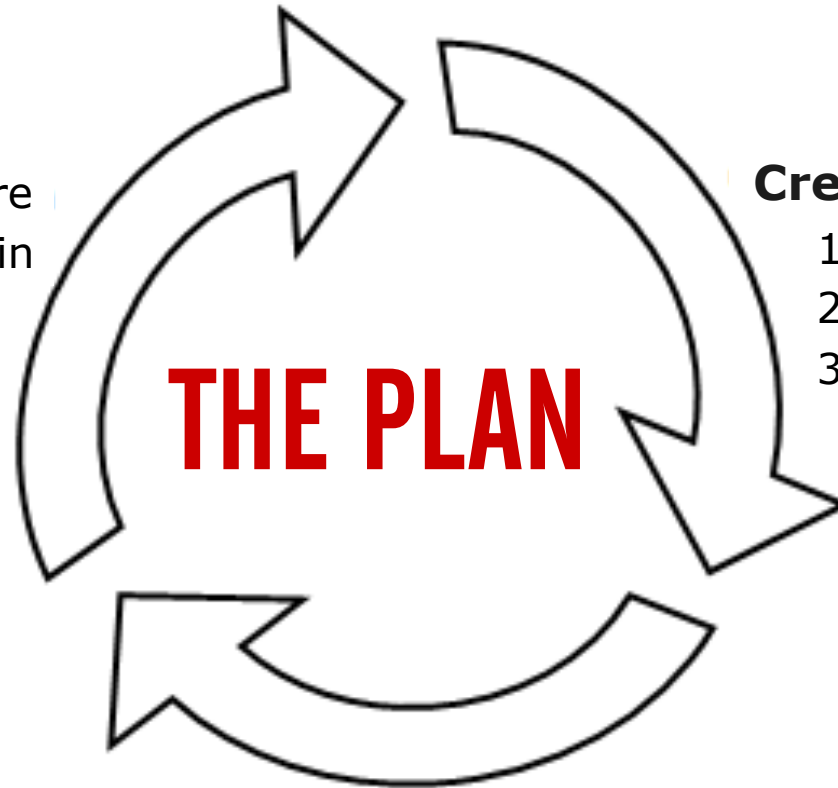




# **#4: ALIGN**

## **Govern**

1. Guide
2. Measure
3. Maintain



## **Create**

1. Source
2. Execute
3. Approve

## **Deliver**

1. Push
2. Pull
3. Exchange

# **#5: ASSUME RESPONSIBILITY**

**DEEP BREATHS.**

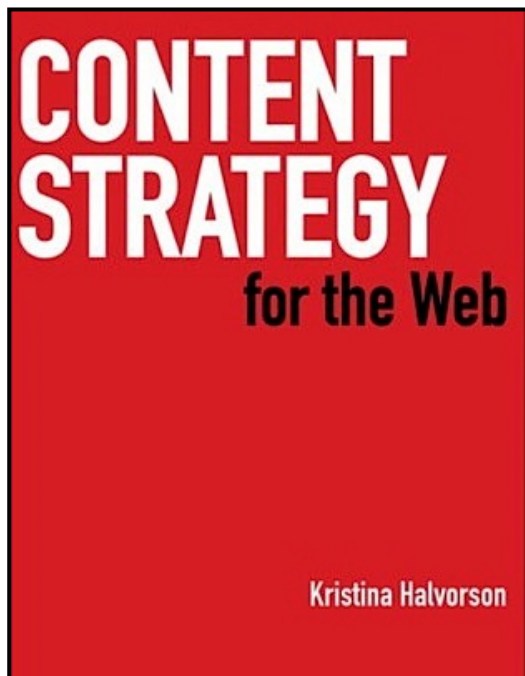
**WHAT DO  
YOU GET?**

# HAPPINESS

- ▶ Better user experience
- ▶ Greater messaging consistency
- ▶ Less content to take care of
- ▶ New operational efficiencies
- ▶ Better risk management through better controls
- ▶ Improved SEO and analytics



# THANKS.



**e** [info@braintraffic.com](mailto:info@braintraffic.com)

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